



ADVERTISING ORDER

Agency / Billing Address  
Marketing Resource Group, Inc.  
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Lansing, MI 48933  
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Media Buyer Contact Information  
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Advertiser: Michigan Republican Party  
Job Number: 12-MRS-976

Flight Dates: 11/24/12 - 11/27/12

HD63 Issue

Line	Product	Station	Network	Start Date	End Date	Start Time	End Time	Program Name	Rate	Spots	Cost per Spot	Total Cost	Spots	Cost per Spot	Total Cost
1000	Grand Rapids-Kalamazoo	WOOD	NBC	MON-FRI	5:00 AM	6:00 AM	NEWS 8 DAYBREAK I	\$ 400.00	ISSUE, UPDATED 10/24	1	\$ 400.00	\$ 400.00	1	\$ 400.00	\$ 400.00
1001	Grand Rapids-Kalamazoo	WOOD	NBC	MON-FRI	10:00 AM	11:00 AM	TODAY SHOW III	\$ 1,000.00	ISSUE, UPDATED 10/24	1	\$ 1,000.00	\$ 1,000.00	1	\$ 1,000.00	\$ 1,000.00
1002	Grand Rapids-Kalamazoo	WOOD	NBC	MON-FRI	11:00 AM	12:00 PM	EIGHTH WEST	\$ 125.00	ISSUE, UPDATED 10/24	1	\$ 125.00	\$ 125.00	1	\$ 125.00	\$ 125.00
1003	Grand Rapids-Kalamazoo	WOOD	NBC	MON-FRI	12:00 PM	1:00 PM	NEWS 8 AT NOON	\$ 1,000.00	ISSUE, UPDATED 10/24	1	\$ 1,000.00	\$ 1,000.00	1	\$ 1,000.00	\$ 1,000.00
1004	Grand Rapids-Kalamazoo	WOOD	NBC	MON-FRI	2:00 PM	3:00 PM	DR OZ	\$ 300.00	ISSUE, UPDATED 10/24	1	\$ 300.00	\$ 300.00	1	\$ 300.00	\$ 300.00
1005	Grand Rapids-Kalamazoo	WOOD	NBC	MON-FRI	4:00 PM	5:00 PM	ELLEN	\$ 975.00	ISSUE, UPDATED 10/24	1	\$ 975.00	\$ 975.00	1	\$ 975.00	\$ 975.00
1006	Grand Rapids-Kalamazoo	WOOD	NBC	SAT	7:00 PM	10:30 PM	NEWS 8 AT SIX	\$ 500.00	ISSUE, UPDATED 10/24	1	\$ 500.00	\$ 500.00	1	\$ 500.00	\$ 500.00
1007	Grand Rapids-Kalamazoo	WOOD	NBC	SUN	6:00 PM	7:00 PM	NEWS 8 AT SIX	\$ 1,500.00	ISSUE, UPDATED 10/24	1	\$ 1,500.00	\$ 1,500.00	1	\$ 1,500.00	\$ 1,500.00

NET TOTAL COST \$11,560.00

11/3 1x 1000 ND football cm 2 # 219066  
11/4 1x 4000 Sun Ep news cm 1  
11/4 2x 4500 Sun MLS Soccer 3:30p-6p. cm 2  
11/5 1x 1000 Dr oz cm 1  
11/5 1x 1600 Today III cm 1  
11/5 1x 400 8 west cm 1  
11/5 1x 1500 noon news cm 1  
11/4 1x 1200 6a news Sunday cm 1  
11/4 1x 2000 7a-8p NFL pre-game cm 2  
11/5 1x 3600 6:00s